C7715-3A

FEBRUARY
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '86 VS '85	% IND	
	1986	1985		1986	1985
A.M.C.	7018	11761	59.67	.85	1.51
(Alliance)	4813	6498	74.07	.58	.84
(Encore)	1404	4215	33.31	.17	.54
(Eagle)	801	1048	76.43	.10	.13
CHRYSLER	23554	25425	92.64	2.86	3.26
(Laser)	1572	4030	39.01	.19	.52
(Le Baron/GTS)	12910	9402	137.31	1.57	1.20
(E/NY/S AY)	9072	11993	75.64	1.10	1.54
DODGE	34712	41210	84.23	4.23	5.28
(Daytona)	1995	3734	53.43	.24	.48
(Colt/Vista/Conq)	5873	3560	164.97	.71	.46
(Omni/Shadow)	8936	14647	61.01	1.10	1.87
(Aries)	7956	9526	83.52	.97	1.22
(Lancer)	4116	2480	165.97	.50	.32
(600)	4208	4478	93.97	.51	.57
(Diplomat)	1628	2785	58.46	.20	.36
PLYMOUTH	30102	33868	88.88	3.66	4.34
(Colt/Vista/Conq)	5416	3434	157.72	.66	.44
(Horizn/Sundance)	9728	16182	60.12	1.18	2.07
(Reliant)	11257	10366	108.60	1.37	1.33
(Caravelle)	2652	2635	100.65	.32	.34
(Gran Fury)	1049	1251	83.85	.13	.16
CHRYSLER CORP.	88368	100503	87.93	10.75	12.88
FORD	98778	98726	100.05	12.01	12.65
(Escort)	29178	30570	95.45	3.54	3.92
(Mustang)	11253	11954	94.14	1.37	1.53
(Tempo)	23586	21225	111.12	2.87	2.72
(Taurus)	8498	-	-	1.03	-
(LTD/Crn Vict)	13722	24741	55.46	1.67	3.17
(T'Bird)	12541	10236	122.52	1.53	1.31
LINCOLN	11583	13876	83.46	1.41	1.78
(Mark VII)	1331	2217	60.04	.16	.29
XR4 Merkur	1115	71	-	.14	.01
MERCURY	35880	38027	94.35	4.36	4.87
(Lynx)	5566	5745	96.88	.68	.74
(Capri)	802	1228	65.31	.10	.16
(Topaz)	5806	5682	102.18	.71	.73
(Sable)	4082	-	-	.50	-
(Marq/Gr Marq)	9381	17047	55.03	1.14	2.17
(Cougar)	10243	8325	123.04	1.23	1.07
LINC/MERC. DIV.	48578	51974	93.47	5.91	6.66
FORD MOTOR CO.	147356	150700	97.78	17.92	19.31
BUICK	59741	63583	93.96	7.27	8.15
(Skyhawk)	3824	5949	64.28	.47	.76
(Somerset/Skylrk)	10803	5877	183.82	1.31	.75
(Century)	19887	14870	133.74	2.42	1.91
(Regal)	8622	8670	99.45	1.05	1.11
(Riviera)	1311	4212	31.13	.16	.54
CADILLAC	23297	21125	110.28	2.83	2.71
(Cimarron)	1326	1098	120.77	.16	.14
(Eldorado)	1638	4730	34.63	.20	.61
(Seville)	1011	2248	44.97	.12	.29
CHEVROLET	129682	116300	110.93	15.78	14.96
(Chevette)	4253	11049	38.49	.52	1.42
(Celebrity)	31199	23151	134.76	3.79	2.97
(Cavalier)	35917	28886	124.34	4.37	3.68
(Camaro)	10428	20469	50.95	1.27	2.62
(Corvette)	1939	2687	72.16	.24	.34
(Monte Carlo)	6749	8331	81.01	.82	1.07
OLDSMOBILE	87166	75714	115.13	10.60	9.70
(Firenza)	2240	4055	55.24	.27	.52
(Calais)	7451	7656	97.32	.91	.98
(Cutlass Ciera)	28499	21919	130.02	3.46	2.81
(Cutlass)	20487	15652	130.89	2.49	2.01
(Toronado)	1056	2674	39.49	.13	.34
PONTIAC	65186	51556	126.44	7.93	6.61
(1000)	1623	1706	95.13	.20	.22
(Sunbird)	9437	7671	123.02	1.15	.98
(Grand AM)	13537	7308	185.24	1.65	.94
(6000)	14177	9587	147.88	1.73	1.23
(Bonneville)	4460	3986	111.89	.54	.51
(Firebird)	5871	6972	84.21	.71	.89
(Fiero)	5626	5539	101.57	.68	.71
GEN. MTRS CORP.	365072	328878	111.01	44.41	42.13
Misc. Domestic	26	30	86.77	-	-
Other Import	214321	188641	113.61	26.07	24.17
U.S. TOTAL	822143	780509	105.33	-	-

UNITED STATES SUMMARY
FEBRUARY 1986 ISSUED 04/86

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END 1985
	1986	1985		1986	1985	
A.M.C.	13804	22791	60.57	.80	1.46	128318
(Alliance)	9223	12092	76.27	.54	.77	73472
(Encore)	2819	7891	35.72	.16	.51	41534
(Eagle)	1762	2808	62.75	.10	.18	13312
CHRYSLER	49432	50126	98.62	2.85	3.21	371292
(Laser)	4065	7248	56.08	.23	.46	50870
(Le Baron/GTS)	25758	18552	138.84	1.49	1.19	154217
(E/NY/S AY)	19609	24326	80.61	1.13	1.56	166205
DODGE	72904	77620	93.92	4.20	4.97	478037
(Daytona)	5149	6719	76.63	.30	.43	48784
(Colt/Vista/Conq)	12613	7368	171.19	.73	.47	52282
(Omni/Shadow)	18316	24352	75.21	1.05	1.57	127241
(Aries)	17772	19751	89.98	1.02	1.26	114289
(Lancer)	7556	4512	167.46	.44	.29	47325
(600)	8158	9073	89.92	.47	.58	54681
(Diplomat)	3340	5845	57.14	.19	.37	33435
PLYMOUTH	66414	64948	102.26	3.83	4.16	373209
(Colt/Vista/Conq)	11745	7081	165.87	.68	.45	48952
(Horizn/Sundance)	20123	27035	74.43	1.16	1.73	135366
(Reliant)	26830	22646	118.48	1.54	1.45	137213
(Caravelle)	5701	5570	102.35	.33	.36	35501
(Gran Fury)	2015	2616	77.03	.12	.17	16177
CHRYSLER CORP.	188750	192694	97.95	10.88	12.34	1222538
FORD	216876	203650	106.49	12.50	13.04	1364829
(Escort)	70436	63654	110.65	4.06	4.08	425347
(Mustang)	23832	24871	95.82	1.37	1.59	157357
(Tempo)	50544	42424	119.14	2.91	2.72	278475
(Taurus)	15569	-	-	.90	-	1653
(LTD/Crn Vict)	30322	51286	59.12	1.75	3.28	345641
(T'Bird)	26173	21415	122.22	1.51	1.37	156756
LINCOLN	24224	26937	89.93	1.40	1.72	164295
(Mark VII)	2870	4088	70.21	.17	.26	20401
M.B.H. MERKUR	2203	77	-	.13	-	8063
MERCURY	74578	76210	97.86	4.29	4.89	515895
(Lynx)	13285	11365	116.89	.77	.73	83620
(Capri)	1712	2523	67.86	.10	.16	15632
(Topaz)	11234	11414	98.42	.65	.73	73554
(Sable)	7352	-	-	.42	-	879
(Marq/Gr Marq)	20370	33801	60.26	1.17	2.17	223656
(Cougar)	20625	17107	120.56	1.18	1.10	118554
LINC/MERC. DIV.	101005	103224	97.85	5.82	6.61	688253
FORD MOTOR CO.	317881	306874	103.59	18.32	19.65	2053082
BUICK	120840	129155	93.56	6.97	8.27	851031
(Skyhawk)	8921	11874	75.13	.51	.76	85471
(Somerset/Skylrk)	21871	11109	196.88	1.26	.71	93259
(Century)	41464	30779	134.72	2.40	1.98	233268
(Regal)	14861	16836	87.96	.86	1.08	114047
(Riviera)	2990	8504	35.16	.17	.54	48891
CADILLAC	48511	43259	112.19	2.80	2.77	301228
(Cimarron)	3239	2029	159.64	.19	.13	22168
(Eldorado)	3848	9824	39.17	.23	.63	60754
(Seville)	2492	4828	51.62	.14	.31	29986
CHEVROLET	275666	233901	117.86	15.88	14.98	1658768
(Chevette)	10713	22862	46.86	.62	1.46	129307
(Celebrity)	65066	45903	141.75	3.75	2.94	360963
(Cavalier)	79206	57800	137.52	4.56	3.71	419697
(Camaro)	21531	41341	52.08	1.24	2.65	245879
(Corvette)	4538	5440	83.38	.26	.35	38042
(Monte Carlo)	14302	15214	94.01	.82	.97	111169
OLDSMOBILE	171362	146413	115.46	9.88	9.52	1067881
(Firenza)	5517	8346	66.10	.32	.53	49780
(Calais)	14860	14666	101.32	.86	.94	122561
(Cutlass Ciera)	58744	40798	143.99	3.38	2.61	329934
(Cutlass)	40902	31123	131.42	2.36	1.99	218881
(Toronado)	2211	5600	39.48	.13	.36	32879
PONTIAC	130794	101172	129.28	7.54	6.48	785098
(1000)	3035	3788	80.12	.17	.24	22239
(Sunbird)	19902	15053	132.21	1.15	.96	115183
(Grand AM)	26644	14065	189.43	1.54	.90	116535
(6000)	29307	19088	153.54	1.68	1.23	162828
(Bonneville)	9030	7541	119.75	.52	.48	52739
(Firebird)	11920	13375	89.12	.69	.86	100049
(Fiero)	11067	10400	106.41	.64	.67	90421
GEN. MTRS CORP	747173	655880	113.92	43.07	42.00	4664006
Misc. Domestic	20	40	50.00			248
Other Import	467159	383436	121.83	26.93	24.55	2820410
U.S. TOTAL	1734787	1561715	111.08			10898660

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '86 vS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	31541	9.13	65548	78025	84.01	9.11	11.48
Plymouth	8186	2.37	17319	14857	116.57	2.41	2.19
Ford	95541	27.68	200484	184451	108.69	27.86	27.13
Chevrolet	95116	27.54	194484	171740	113.24	27.03	25.26
G.M.C.	26157	7.57	53394	48258	110.64	7.42	7.10
International	4667	1.35	9688	9999	96.89	1.35	1.47
Jeep	13852	4.01	30905	26000	118.87	4.30	3.82
Mack/Midliner	1466	.42	3162	4804	65.82	.44	.71
Kenworth	665	.19	1450	1596	90.85	.20	.23
Peterbilt	704	.20	1403	1832	76.58	.20	.27
Daimler-Benz Corp.	1447	.42	3037	3421	88.78	.42	.50
Volvo White	767	.22	1556	2237	69.56	.22	.33
Western Star	99	.03	216	188	114.89	.03	.03
Other Imports	64778	18.76	136074	131781	103.26	18.91	19.38
Miscellaneous Domestic	375	.11	755	652	115.80	.10	.10
U. S. Total	345361		719475	679841	105.83		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	46242	19306	-	-	-	-	-	-
(Dodge 1)	38355	10241	-	-	-	-	-	-
Plymouth *	17319	-	-	-	-	-	-	-
Ford	119646	72889	-	-	-	1415	4856	1678
(Ford 2)	86703	22870	-	-	-	-	-	-
Chevrolet	113763	74294	3165	71	58	1185	1871	77
(Chev 3)	85835	23930	-	-	-	-	-	-
G.M.C.	25979	20314	379	58	87	1015	4219	1343
(G.M.C 4)	18604	6001	-	-	-	-	-	-
International	-	-	-	-	-	2867	2948	3873
Jeep	27712	3193	-	-	-	-	-	-
(Jeep 5)	22269	2900	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	292	322	2548
Kenworth	-	-	-	-	-	-	-	1450
Peterbilt	-	-	-	-	-	-	-	1403
Daimler-Benz Corp.	-	-	-	-	-	378	228	2431
Volvo White	-	-	-	-	-	-	199	1357
Western Star	-	-	-	-	-	-	-	216
Other Imports	132693	2050	1032	110	65	42	80	2
Miscellaneous Domestic	-	465	-	-	-	-	14	276
Total	48334	192511	4576	239	210	7194	14737	16654
1985 Total	437752	195023	5549	139	1070	8510	11197	20601
1986 vs '85	110.42	98.71	82.47	171.94	19.63	84.54	131.62	80.84

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	10357	.60	2461	.16
Chevrolet Spectrum	9805	.57	5015	.32
Dodge Colt	9503	.55	5682	.36
Dodge Colt Vista SW	2672	.15	1293	.08
Dodge Conquest	438	.03	393	.03
Plymouth Colt	8803	.51	5447	.35
Plymouth Colt Vista SW	2492	.14	1237	.08
Plymouth Conquest	450	.03	397	.03
XR4 Merkur	2203	.13	77	-
Total Domestic Sponsored Imports	46723	2.69	22002	1.41
OTHER IMPORTS				
Audi	11134	.64	10584	.68
BMW	13130	.76	12173	.78
Honda	93629	5.40	80859	5.18
Mazda	42550	2.45	25170	1.61
Mercedes Benz	16033	.92	13466	.86
Nissan	85959	4.96	73448	4.70
Subaru	31966	1.84	23573	1.51
Toyota	89687	5.17	79307	5.08
Volkswagen	31475	1.81	24411	1.56
Volvo	16349	.94	15566	1.00
Others	35247	2.03	24879	1.59
Total Other Imports	467159	26.93	383436	24.55
GRAND TOTAL ALL IMPORT CARS	513882	29.62	405438	25.96

NEW IMPORTED LIGHT TRUCKS
(LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	12300	1.71	11237	1.65
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	13693	1.90	9507	1.40
Mazda	18793	2.61	16948	2.49
Mitsubishi	4165	.58	3643	.54
Nissan	30086	4.18	44245	6.51
Subaru	467	.06	652	.10
Toyota	61644	8.57	53471	7.87
Volkswagen	1674	.23	2414	.36
Others	4221	.59	271	.04
Total Other Import Trucks	134743	18.73	131151	19.29
GRAND TOTAL ALL IMPORT TRUCKS	147043	20.44	142388	20.94

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	33707	4.68	34477	5.07
DODGE DAKOTA	-	-	-	-
FORD RANGER	45664	6.35	41872	6.16
GMC S15	7683	1.07	7468	1.10

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
#1976	9751585	3058009
#1977	10826234	3509328
#1978	10946104	3863340
#1979	10356895	3472209
#1980	8760937	2476777
#1981	8443919	2185489
#1982	7754342	2430471
#1983	8924186	2976556
(1)1984	10128729	4048898
1985	10888608	4675192

TOTALS INCLUDE ALASKA & HAWAII
#OKLAHOMA NOT AVAILABLE
R. L. POLK & CO.

FEBRUARY 1986 ISSUED 04/86
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